



**CHIEF MARKETING OFFICER**

**JOB & PERSON SPECIFICATION**

**JULY 2022**

<b>POSITION TITLE:</b>	Chief Marketing Officer (CMO)
<b>DEPARTMENT:</b>	Executive
<b>RESPONSIBLE TO:</b>	Chief Executive Officer (CEO)
<b>DIRECT REPORTS;</b>	Digital Marketing Team, Brand Management, Marketing and Communications Team
<b>EMPLOYMENT TYPE:</b>	Permanent
<b>LOCATION:</b>	Panorama, South Australia
<input checked="" type="checkbox"/> National Police Check	<input type="checkbox"/> DCSI - Child <input checked="" type="checkbox"/> DCSI – Disability <input checked="" type="checkbox"/> Medical – Full covid 19 Vaccination and applicable Booster Records

### **Our Purpose**

**We exist to support people with disability to live the life they choose.**

### **Mission and Values**

**To provide people with disability with a diverse range of programs from social to open employment.**

Bedford changes the lives of people with disability by building capacity, independence, and wellbeing through its social enterprises.

We provide a broad suite of support services including employment, learning, accommodation, and day option social activities.

We offer tailored services to meet individual goals in the workplace and in the disability community, building healthy relationships, fostering skill growth, and hands-on support to all employees and our Bedford families' lives.

Above all, our social enterprises support individual choice and control, to allow people with disability to live the life they choose.

### **EXECUTIVE PORTFOLIO**

This is an Executive Level portfolio, and therefore the responsibilities are broad, with accountability for specific business outcomes as well as the holistic strategic success and sustainability of the Social Enterprise. The incumbent will be required to lead in the strategic deliverables of the areas under their remit, provide a positive role model as an ambassador of the business, be highly collaborative and demonstrate authentic leadership across the diverse breadth of the business.

### **PORTFOLIO SPECIFICS**

The role balances both strategic and operational responsibility through the Brand and marketing functions. This position is responsible for building our marketing capabilities, brands, and

implementing the marketing strategy that supports the overall objectives of the organisation. The key strategic aspects of the role seek to shift the transition from dependence to independence within the client cohort and associated audience, by advocating Bedford as a social enterprise, focused on the capacity development of choice amongst its people with disability. Inherent in this transition are the concepts of self-sufficiency and valued production. This strategic shift will allow everyone equal access to economic participation and drive the long-term sustainability of Bedford as a Social Enterprise.

## **KEY RESPONSIBILITIES**

Work as part of the Executive team to set the tone, strengthen culture and provide leadership that unites and motivates the organisation to rally behind the strategy.

Identify and mentor key talent to build organizational capability

Develop the marketing capability and drive alignment across the business, assuming the key point of reference and strategic leadership for the marketing strategy for the group

Agree the brand values with Board and Executive

Agree Brand promises with key stakeholder groups, executive, and key general managers

Develop the strategic marketing plan to optimise the supply and demand of people with disability to support capacity development. This involves the management of the volume and capacity of people with disability coming into Bedford with the volume and complexity of commercial work required.

Develop and agree with the Board and Executive key brand collateral which achieves the brand strategy consistent with the brand values, mission and promises.

Provide an overarching brand strategy execution plan including but not limited to content development plan, brand marketing plan, digital marketing plan, and value propositions both internally and externally.

Develop a brand equity measurement methodology and reporting framework.

Develop and manage key stakeholder communications both internally and externally. Work with external media advisors to build the Bedford brand in South Australia.

Develop and Manage the New Product Development Function including the go-to-market strategies for new commercial products. This includes the ability to discover new markets and opportunities, with a willingness to innovate and drive change, whilst collaborating on the sales and customer acquisition strategy

Develop market testing function for people with disability needs and opportunities in the capacity development market

Monitor the regulatory, disability, and political media landscape to identify strategic opportunities and threats which may impact on Bedford's strategy and provide guidance to the Board and Executive.

Develop and manage the Commercial brand management function. In consultation with sales develop addressable market size and/or objectives for people with disability and customers

Develop and manage the People with disability marketing plan to meet agreed client objectives

In consultation with the Board, the Executive Team and the broader organisation develop the internal communications plan to support key announcements and changes.

### **Relationships and authority**

Authority for all media management and protocols, only other authorized media voice other than the CEO

Key relationships with Executive Peers

Liaison with other disability providers and regulatory organizations who support the disability sector

## **SKILLS/ATTRIBUTES**

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### **Personal Attributes**

Highly effective collaborative working style with the ability to work with people across all levels of the organization with care and respect.

A highly skilled communicator with strong negotiation and influencing skills in a highly complex, dynamically changing environment

Role model as a leader who coaches, guides and mentors people to achieve success

Outcome focused with attention to detail and the ability to deliver outcomes within demanding timeframes and fiscal constraints

A strong focus on innovation and the ability to work across the ever changing needs of the organization with a flexible and adaptable approach.

### **Essential Skills and Qualities**

7+ years in a CMO or Senior Executive level General Management Marketing role with proven experience in contributing and delivering outcomes for businesses.

An understanding or desire to understand Social Enterprises and brand equity development within the business model

Focus on results – Communicates a clear and compelling vision that motivates others to strive for excellence and drive through to completion. Holds self and others accountable for results.

Customer centricity – Continue to balance the needs of all stakeholders within the enterprise when driving decisions.

Strategy & vision – Understands and embraces the Bedford vision and converts to action.

Navigate complexity and ambiguity – Can navigate and simplify complexity, create clarity from ambiguity and positively adapt to change

Commercial and business acumen – Takes a whole of business perspective and drives sustainable commercial results for a social enterprise

Organizational and People Development – Builds capability to drive future business success

Demonstrate courage and humility – makes sound judgements, backs decisions, and has courageous discussions that encourage growth and issue resolution. Shows personal willingness to learn and grow

Resilience and resourcefulness – Remain optimistic, rebound from setbacks, utilise resources

Agility and adaptability – Show mental and behavioural agility- can integrate new information and adapt to new, novel, and dynamic situations. Includes the ability to work at a pace.

Influence and impact – Build strategic relationships to gain traction, remove roadblocks and deliver results through people

Positive Leadership – Demonstrates a growth mindset across all elements of the social enterprise, supporting people in a kind compassionate way so the business can grow and succeed

Authenticity, collaboration, and connection – build relationships that foster reciprocal trust and drive collaboration across the enterprise.

Upholds company values – Role models and is uncompromising in the alignment with company values

Continuous innovation and improvement – drive evolution or introduction of best-in-class practices across systems, process, people, and product including the utilization of leading Martec Marketing principals



## HOW TO APPLY

Applications should be addressed to Andrew Reed. Please visit [henderconsulting.com.au](http://henderconsulting.com.au) to apply.

For a confidential discussion, please call (08) 8100 8827.

### **Please Note**

Your application will be automatically acknowledged by a return email.